



Memorandum

Date: October 10, 1996
To: Bay-Delta Advisory Council
From: Lester A. Snow, Executive Director
CALFED Bay-Delta Program
Subject: Public Outreach

Issue Summary

The CALFED Bay-Delta Program has made a commitment to involve a large number of Californians from every geographic area and all walks of life. In recent weeks, the Program has continued to uphold this commitment, in particular by expanding its speakers bureau, participating in local government briefings, scheduling a series of public workshops, publishing new written information, drafting a schedule of public meetings, and starting a dialogue with BDAC members about outreach issues.

BDAC Considerations

As representatives from some of the most important Bay-Delta stakeholder groups, BDAC members can offer CALFED staff indispensable advice about how to involve stakeholders further in the CALFED process. BDAC members are asked to read this memorandum and to explain their reactions and ideas to staff at the October 25 BDAC meeting or to contact staff members Judy Kelly or Mary Kelley.

Also, over the next several weeks, a CALFED staff person will telephone each BDAC member to discuss public outreach in more detail.

Background

In recent weeks, the Program has completed the following public outreach tasks.

- Speakers Bureau: As interest in CALFED continues to grow, requests have increased for Program speakers. Accordingly, staff have completed a standard CALFED

California

The Resources Agency
Department of Fish and Game
Department of Water Resources
California Environmental Protection Agency
State Water Resources Control Board

CALFED Agencies

Federal

Environmental Protection Agency
Department of the Interior
Fish and Wildlife Service
Bureau of Reclamation
Department of Commerce
National Marine Fisheries Service

presentation, supplemented by 35-mm slides and overhead transparencies, and recruited ten people from around California to serve on the Speakers Bureau.

- Local Government Outreach: This month staff made presentations at three regional conferences for local public officials in the Los Angeles, Concord, and Redding areas. Sponsored by the Institute for Local Self-Government, these events attracted approximately 55 mayors, city council members, and county supervisors. At each event, staff spoke for roughly 30 minutes and answered questions for about another half hour, in addition to handing out several pieces of Program literature. Also, several attendees at these events asked to be added to the Program mailing list. From October 13 through 15, staff will make a presentation, mount a Program exhibit, and hand out 2,000 Program brochures at the statewide League of California Cities annual conference.
- Public Workshops and Meetings: From November 1996 to February 1997, the Program will host eight half-day public technical workshops on the following Program components: ecosystem restoration (2 workshops), water quality, levee system stability, water use efficiency, storage/conveyance, assurances, and finance. Additionally, staff are now developing a schedule of two-hour evening meetings around the state for the general public. We expect to hold ten to fifteen public meetings in communities from Redding to San Diego and from Jamestown to San Jose by the end of April 1997.
- Written Information: The Program now offers the following public information documents. An appropriate selection of documents is handed out during presentations and meetings, and all documents are available for BDAC members to disseminate to their constituencies.
 - A "primer", giving basic information in an attractive, photo-rich format
 - An update summarizing Phase I accomplishments and the Phase II alternatives
 - Fact sheets on the Program's significance to particular geographic regions
 - A general fact sheet about the Delta
 - The Phase I Final Report and Final Documentation Report
 - Several technical documents
- Other: From August 26 through October 11, Program representatives gave presentations to or held meetings with these events and groups, among others:
 - Water Policy Council
 - Southern California Urban Water Conference
 - California Chamber of Commerce Board of Directors
 - Stockton East Water District
 - US Geological Survey
 - Regional Council of Rural Counties conference
 - The Nature Conservancy
 - Water Reuse Symposium
 - Friant Bay-Delta Conference
 - Sacramento River Watershed and Toxic Pollutant Control Program
 - State of the Estuary Conference
 - Northwest Hydroelectric Association Fall Seminar
 - Consulting Engineers and Land Surveyors of California
 - Metropolitan Water District Media Tour of the Delta